SOA LIVE! in Vegas

Sunday, March 12 *3:00 p.m. - 6:00 p.m.* *Solution Center*	**Kick off the week and visit the Software Group in the Solution Center** *SOA Business Partner Community members can pick up a special gift, sign up to become a member, pick up your SOA Roadmap including an invitation to our March Madness Reception and much more.*
Monday, March 13 *6:45 a.m. - 8:00 a.m.* *Jasmine B*	**SOA LIVE! in Vegas Breakfast** *This invitation-only event is a networking opportunity with our key SOA leaders and a great way to kick off the week at PartnerWorld 2006.* **Host: Sandy Carter**, *Vice President, WebSphere Marketing Strategy and Channels*
4:00 p.m. - 5:30 p.m. *Mandalay Ballroom F*	**Exchange Session: IBM WebSphere: Get on the Inside Track with SOA** *Come to this session and learn how you can team with IBM to take advantage of our billion-dollar investment in SOA.* **Speaker: Robert LeBlanc,** *General Manager, WebSphere Software* **Speaker: Sandy Carter,** *Vice President, WebSphere Marketing Strategy and Channels* **Speaker: John Carini,** *Chief Software Architect, iEnterprises, Inc. - Beacon Award Winner*
12:30 p.m. - 1:45 p.m. *3:30 p.m. - 6:30 p.m.* *Solution Center*	**Visit us at our Software Booth** *Discover how treating IT assets as services improves flexibility, raises client satisfaction, reduces TCO, and increases ease of integration.*
Tuesday, March 14 *9:00 a.m. - 10:30 a.m.* *Event Center*	**Executive Forum: The Value of Teaming with IBM Software Group** *Learn directly from top IBM Software Group brand executives how each of the brands are more fully integrating channels into their 2006 plans for mutual success in the marketplace.* **Speaker: Mike Borman** - *Vice President, Worldwide Software Sales, IBM Software Group* **Speaker: Neil Isford** - *Vice President, Worldwide Channel Sales, IBM Software Group* **Speaker: Buell Duncan** - *General Manager, ISV and Developer Relations, IBM Software Group*
6:30 p.m. - 8:30 p.m. *Rum Jungle at the Mandalay Bay Hotel*	**SOA LIVE! in Vegas - March Madness Reception** *Join us for some **FUN** at Rum Jungle in the Mandalay Bay Hotel.* *Refreshments and hors d'oeuvres will be served.*
12:30 p.m. - 6:30 p.m. *Solution Center*	**Visit us at our Software Booth** *Discover how customers can experience faster, more cost-effective business integration.*
Wednesday, March 15 *12:30 p.m. - 4:30 p.m.* *Solution Center*	**Last chance to come visit us at our Software Booth** *The event is almost over - make sure you have visited and seen our live SOA Demo, reviewed the Business Value Toolkit, and spent time with our SOA Experts.*
2:00 p.m.- 5:30 p.m. *Breakers G*	**SOA LIVE! in Vegas Focus Sessions** *We have added a half day of SOA-focused sessions! Come and spend the afternoon with SOA experts, a guest analyst, and hear about successes from our SOA Business Partner Community.*

Agenda for SOA LIVE! in Vegas Focus Sessions
Wednesday, March 15

Time	Location	Session
2:00 p.m. - 2:45 p.m.	*Breakers G*	**SOA LIVE! in Vegas Keynote** **Speaker: Sandy Carter** *Vice President, WebSphere Marketing Strategy and Channels*
2:45 p.m. - 3:30 p.m.	*Breakers G*	**Guest Analyst**
3:30 p.m. - 4:00 p.m.	*Breakers G*	**A Services Look at SOA** **Speaker: Cathy Neuman** *Vice President, BCS Worldwide Alliances*
4:00 p.m. - 4:15 p.m.	**Break**	**Break and Networking**
4:15 p.m. - 5:00 p.m.	*Breakers G*	**Partner Success Testimonials** *Listen to your peers share customer successes with SOA!*
5:00 p.m. - 5:30 p.m.	*Breakers G*	**Open Forum Q & A**
5:30 p.m. - 6:30 p.m.	*Breakers G*	**Cocktail Reception sponsored by Information Management**

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